

Cohen's Mondays Create a New Field for Richmond Shoppers.

With the largest stock of goods that we ever had we stand on the threshold of the holiday season. Monday will see the inception of a holiday trade which will roll right up to Christmas, gathering force each day like a snow ball. Every day now will see a new blossom opening out in this merchandise emporium until it reaches the climax in the largest and finest, but most popular priced stock of goods ever shown in Richmond. Every Monday has its special features here, but to-morrow has so many rich bargains it is impossible to point them out without naming over a dozen departments. Read them all:

ANOTHER SURPRISE SILK SALE.

2,000 Yards 69c. Black Taffeta, 38c. Yard.

Last Monday was a record-breaking Silk Sale, although all the special lots had not arrived. The balance of this fortunate purchase is now here and will be on sale to-morrow. One of the leaders is a 69c. Black Pure Silk Taffeta, for 38c., and all the other items are as good values. Come early to avoid disappointment.

A FULL HALF SAVED ON THOUSANDS OF YARDS.

Yard Wide Black Taffeta Silk; we guarantee this grade to give satisfaction; a regular \$1.19 silk, for 79c. a yard.

Bright, Richly Finished Black 19-inch Taffeta, actually worth 69c., for 38c. 21-inch Black Beau de Sole and Black Taffeta, the color deep and lustrous; every fibre is pure, high grade silk; makes up beautifully in waists or full costumes; instead of \$1.15, for 85c.

White, Black and Colored Pure Silk Duchesse Satin, \$1.25 quality, for 69c. Black Taffeta Silk, heavy enough

for linings or waists, worth 45c., for 29c.

27-inch Plain Silks, in black, white and colored effects; these are 55c. silks, for 45c.

White Grenadines, in satin brocade stripe designs, 50 inches wide, exclusive \$1.15 value, for \$2.95.

12-inch Black Louisine, soft finish, with a beautiful lustre, \$1.25 grade, for 85c.

Black Beau de Sole, 30 inches wide, a rich, glossy finish; every thread is silk, \$1.15 grade for 78c.

White, Black and Solid Colored All

Silk Washable Louisines, suitable for whole costumes, waists or linings, to sell, 65c. quality for 38c.

27-inch White Habutai Wash Silk, the real Japanese kind, 45c. quality for 27c.

Handsome Crepe de Chine in all the popular colors for street and evening wear, including black, 41 qualities for 69c.

19c. a yard for Pure Silk Taffetas, in yellow and purple colors only, worth 60c.

White Corded Louisine, a splendid 69c. grade, for 33c.

2,700 DOZEN HANDKERCHIEFS.

The biggest Handkerchief bargains ever shown in Richmond. They include some of the finest hand-made work purchased by our buyer in Europe. Among them are a lot of seconds of the finest Embroidered Handkerchiefs at half price—the defect is so slight it is not noticeable. See our big display to-morrow.

SAMPLE HANDKERCHIEFS ON CARDS.

some of the finest and daintiest embroidered ones, hemstitched, 25c. to 35c. kind; choose from a lot of over 1,200, each, 15c.

The Finest Embroidered 10c. and 25c.

Swiss Handkerchiefs, scalloped and hemstitched, some slightly imperfect; several hundred dozen to pick from, 12 1-2c.

10c. for 17c. Lace Trimmed and Embroidered Handkerchiefs.

25c. for Women's 10c. and 12c. Fine Sheer Hemstitched and Embroidered Handkerchiefs.

COLORED DRESS FABRICS.

Our New York buyer picked up at an importer's last week over a dozen pieces of the biggest bargains in Colored Dress Goods we have seen this season. They are bargains in a store full of bargains and every item is worth from a third to a half more. The short lengths of Imported Broadcloths, which from the piece sold from \$1.50 to \$2.50 a yard, are priced at 59c., 92c. and \$1.12, are worth a long trip to get them.

Scotch Suitings, in silk mixed effects and all wool fancies, best \$1.50 value, for 98c. a yard.

Angora Zibelines, in all colors, this season's newest fabrics, for 59c. a yard.

Cover Cloth and All Wool Plaid Fabrics, new lot just received, 50c. a yard.

French Cordettes, 46 inches wide, a regular \$2 value, for \$1.25 a yard.

All Wool Clay Serges, full double width, a regular 60c. goods, for 45c. a yard.

Melton Cloths and Kersey Cloths, 60 inches wide, at \$2.50, to \$1.25.

30 inches Wool Serges, all the best dark colors, 25c. a yard.

All Wool Granite Melrose, 40 inches wide, at 42c. a yard.

\$1.50 to \$2.50 Broad cloths, 50c., 92c. and \$1.12.

BLACK GOODS: VELVETS.

Some of them are big bargains, and all are priced well under values. When you buy Black Goods, be sure they are safe, true blacks—you can always get them here with a money-saving coupon attached.

46-inch French Brunella Serge, all wool, a beautiful material for mourning or elderly people, a \$1.50 value, for Monday, \$1.

40-inch Broadcloth Crepon, fine for skirts, a \$1.20 material, for 75c.

83 Kersey Broadcloth, high grade, a perfect beauty, for \$1.08.

66-inch All Wool Crow Black Blind Cheviot, a \$1.25 cloth, on Monday for 80c.

\$1.50 Fancy Fleece, Jet Black Cambric's Hair Cheviot for \$1.20.

A beautiful Mohair, Stellan, for waists, 50c., 75c. and \$1.

Velvets, all colors, 50c. a yard.

50c. Good Black Long Fleece Zibeline, 50c.

66-inch Heavy Thibet Skirting, 45c., well worth 95c.

75c. Hard Finish Good Quality Clay Serge, 42c.

90c. Grade of Good Black Cashmeres for 25c.

VELVETS.

Novelty Velvet, all colors, for fancy waists, 69c. a yard.

Black Zephyr Velvets, for suits and waists, 50c., 75c. and \$1.

Velvets, all colors, 50c. a yard.

OUR NOTION THOROUGHFARE

Is full to overflowing with hundreds of items too numerous to mention. We select a few things from each department there, to show you how far your money will go. This thoroughfare is a big feature of this money-saving store.

LIKINGS.

27 pieces of Percealine Linings, guaranteed fast black and a 12 1-2c. value, for 10c. a yard.

Ravell Silk Linings in black and all colors, a lining that's equal to any sold at 26c. for 15c.

Black Mohr Vesture Linings, full yard wide and best 50c. quality, for 33c.

1,000 yards Black Sateen Linings, mill ends, of the 20c. quality, for 9c. a yard.

TOILETS.

Dr. Sheffield's Dentifrice, 13c. a box.

4-quart Hot Water Bottles and Fountain Springs, everywhere else 75c., guaranteed, for 50c. each.

Ten Gross Turkish Bath Soap, large cakes, 2c. a cake.

LEATHER GOODS.

Women's Wrist Bags in all the fine leathers, all colors and kinds, 10c.

Cracked Leather Belts in all colors, good value, at 45c. each.

Women's Wrist Bags, in blue and red, good value at 25c. for 15c.

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Thousands of Fancy Neckwear.

LESS THAN HALF OF VALUES.

Every woman in Richmond would take a dozen of these Collars at the prices, if they could see them. The manufacturer failed and when they were thrown on the market, ready money got them at an incredible saving and you get every cent of it.

1,000 dozen Women's 25c. Tab End Collars for 10c. each. Linen and Lace Embroidered Tab End Collars, 10c. each. 50c. Mousseline de Soie Hand Embroidered Collars, white, black and colors, 25c. each.

THANKSGIVING LINENS.

Your table next Thursday should be decked in the best raiment of the year, because it is the day of all others, when it should be most bountifully spread. These Linens are all worth from a third to a half more, because they were bought before the rise in Linen prices.

Pure Linen Huck Towels, hemmed with damask borders, all white, best 25c. value, special 14c.

Extra Weight Linen Huck Hemmed Towels, regular \$1.50 a dozen value, each, 10c.

The Finest All Linen Damask Show Towels, deep knotted fringes, 25c.

All Linen Bleached Table Damask, two yards wide, Irish manufacture, the regular best 60c. grade, Monday, a yard, 60c.

Irish Linen Dinner Napkins, pure linen, five-eighths size, the best \$1.25 a dozen value, sales price, a dozen, \$1.

Hemstitched Linen Tray Cloths, with open drawn borders, 18x27 inches, each, 11c.

Linen Pillow Shams, hemstitched and open work, for 30c.

Bleached Huckaback Towelling, pure white, best 12 1-2c. grade, a yard, 10c.

50 dozen Cotton Huck Towels, good size, 18 borders, each 4c.

BASEMENT SPECIALS.

Every day is adding its quota of new attractions to the basement bargains. The bright, fresh holiday attire is being gradually arranged, and each visit will show you a new surprise.

HOUSEFURNISHINGS: HOLIDAY HINTS.

CHINA.

A Beautiful Line of French Dinner Sets, in assorted decorations, for \$25, for \$21.95.

English China Dinner Sets, in different colored decorations, in all the new shades and colorings, special \$10.48.

\$15 Dinner Set of 100 pieces, handsomely decorated in violet and forget-me-nots, decorated with gold, stipple finish, \$12 for Monday only.

A lovely line of New Decorated Victoria China Plates, with gold finished edge, breakfast size, \$1.60 a dozen; dinner size, \$1.75 a dozen.

New Shape Heavily Decorated Tea Plates, were \$1.50 a dozen, for 14c. each.

Fruit Plates, in every design, 9c., from 15c. each.

Very Large Ewer and Basin, handsomely decorated in violet and golden red designs, \$1.05, special \$1.

\$1.10 a dozen White Soup Plates, with scroll edge, for 95c. a dozen.

4-quart Fireproof Baking Dish for 12c.

8-quart Mixing Bowls, 21c.

SILVERWARE.

A full line of Quimper Plate Silver, guaranteed given with every piece.

4-piece Tea Sets, beautifully engraved, with gold lining, \$7.50.

3-piece Tea Set, with Tray, \$3.75.

Handsome Nut Bowl, \$2.50.

Silver Lined Water Pitchers, \$3.50.

Sugar Bowl, with one dozen spoons, worth \$1.75, for \$1.

Silver Cracker Jar, with Royal Bonn Bowl, for \$3.75.

Silver Pudding Dish, with Porcelain Baker, was \$1.50, for \$3.25.

Bon-Bon Dishes, from 95c. to \$1.75.

Silver Lined Chocolate Pots, were \$3, for \$2.25.

Heavy Glass Tankards, with silver trimmings, that sold for \$2.25, for \$1.50.

Beautifully Engraved Ice Water Pitchers, porcelain lined, for \$6.50.

Gold Lined Spoon Boats, regular price \$3, for \$2.25.

Polished Silver Salad Bowls, hand finished border, reduced from \$4.95 to \$3.75.

Rogers' 12 Dwt. Table Forks, \$3.25 a dozen, from \$3.95.

Polished Silver Gravy Ladle, with oxidized handle, \$1.25.

SALE OF BLANKETS AND QUILTS.

One of Cohen's wonder sales will take place Monday. A jobber speculating on higher prices was left high and dry by the warm weather—we got half his stock at our prices.

COMFORTABLES.

Best Maryland Comfortables, always \$5.75, for \$2.95.

Silk Covered Lamb Wool Comfortables for \$3.50 and \$4.50.

Five Sanitary Ruffled Comfortables, full size, \$2.25.

Sanitary White Cotton Comfortables, full size and weight, for 3c.

Chintz Covered Comfortables for 65c.

BLANKETS.

500 pairs 11-4 and 12-4 Heavy Blankets, white or colored, \$1.50 each.

White Wool Blankets, 10-4, that sell at \$3.25, for \$2.50.

Best \$1.50 White Blankets, ever sold, full 11-4, for \$2.50 each.

Heavy All Wool \$7.25 Blankets, full 11-4 size, for \$5 a pair.

The Finest All Wool Blankets ever sold for \$5.25, full 12-4 size, \$6.50.

\$6.50 a dozen White Soap Plates, with scroll edge, for 95c. a dozen.

4-quart Fireproof Baking Dish for 12c.

8-quart Mixing Bowls, 21c.

BOOKS.

Come and see the first Book Department in the South in holiday attire.

One of the specials for this week is "The Cavalier," by Cable—it will be produced at the Academy of Music November 27th. It is a \$1.50 Book for 75c.—a handsome souvenir players' edition same price.

Extra Heavy Bolster Cases, 42x72, for 30c.

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A New Lot of Suits and Coats.

THEY ARE PRICED TO SELL QUICKLY.

We have just received a large shipment of New Suits and Coats, which were made to order for us, and as they are late in coming, we have priced them much lower than you'll find them elsewhere. Every one of them is the very latest style; and the difference between their price and value will leave a big slice for your holiday shopping.

New Suits of Pame Cheviot, in black, navy and blue, with straight cut plaited coat, flat stitched collar, full sleeves, side fastening effect, lined with heavy taffeta, skirts with plaited panels, intended to sell for \$35; this sale makes them \$27.50.

New Designed Suits of Imported Angora Suiting, with long jacket, long coat back, fitted shoulder capes, finished with stitched peau de sole, vest of wood silk braid, full flare skirts, tailored to the top notch of style, \$32.50, should be \$35.

New Blouse Suits of Pame Cheviot, with silk stitched collars and cuffs, metal buttons; also Black Broadcloth Suits, with plaited blouse, collarless and peau de sole finish, \$20.

New Suits of Cheviot and Broadcloth, blouse with triple capes and double style, each cape piped with taffeta, skirts to match, a good \$20 suit for \$17.50.

Tailor Made Suits of Blind Cheviot, with medium length plaited coat; also Suits of Scotch Mixtures, capes and skirted skirts, \$15.

Best Tailored Suits of Venetian and Cheviot, in blue, brown, mode and black, blouse coat, with deep, drooping cape, finished with taffeta; also Military Suits in most up-to-date styles, \$11.

Misses' Suits of plain and fancy mixtures, all sizes and color, \$8.50.

NEW CLOTH COATS.

150 Women's and Misses' Coats, in tan, castor, black and garnet, with the new shaped stole collar, box back, cord tucks and new sleeves, for \$29.95.

Good Quality Kersey Coats, in black and castor, with flat stitched collar, box and fitted back, full lined, for \$5.

New Military Coats of Fine Quality Kersey and Cheviot, shoulder capes, plaited or full back, high military collars and metal buttons, \$10.

Handsome Coats of Fine Light Weight Kersey, semi-fitted back, box front, full satin lining, with trimmings of peau de sole, sizes 32 to 41, also odd sizes, 33 to 4, to fit stout forms, \$15.

Handsome Cloth Coats, made after the newest imported models, lined with white satin, for street or evening wear, \$25 to \$40.

New Covert Cloth Coats, 27, 30 and 32 inches long, in tan, castor and olive tints, also black ones, \$12.50 and \$15.

Tan Coats of B. Priestley and Company's finest waterproof materials and imported cravenette, made in the most up-to-date effects; colors, tan, castor, olive, brown, green, Oxford and black, \$12.50, \$15, \$16.50, \$20 and \$22.50.

Children's Military Coats, 4 to 14 years, of navy blue broadcloth, red plights and brass buttons, \$7.50.

Handsome Military Coats of Zibeline, with deep, detachable shoulder capes, side pockets, full sleeves and brass buttons, \$8.75 and \$10.

Full Length Coats of Zibeline, with large circular capes, trimmed with velvet, best shades, \$5.

Full Length Kersey Coats, in red, blue and castor, capes, with stole collar, finished with fancy braid, \$5.85.

Children's Three-Quarter Coats, of best quality Melrose, castor, red and navy, stitched velvet collar, side pockets and full sleeves, a good \$1 coat for \$2.95.

100 Women's Best \$5 Melton Cloth Walking Skirts, stitched flare bottom, fancy straps and stitching, perfect fitting, for \$2.95.

\$5.50 Walking Skirts of Scotch Mixture, eleven-gore flairs, with solid color combination, for \$5.25.

\$12.50 and \$15 Walking Skirts of English Cashmeres, in fine checks and fancy weaves, newest effects, for this sale, \$8.

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